



Smt. Shyampatidevi Mishra Educational Trust's

SHRI G.P.M. DEGREE COLLEGE OF SCIENCE & COMMERCE

Affiliated to University of Mumbai

www.shrigpmcollegeandheri.org

shrigpm@gmail.com

Rajarshi Shahu Maharaj Road, Andheri (E), Mumbai – 400069.

☎ : 8928387197 / 8

**Details of Add on Courses Certificate
Course (Online Mode)
offered by NPTEL, SWAYAM
under academic
flexibility**



Vandana
I/C Principal
Shri G.P.M. Degree College of Sci & Comm,
Rajarshi Shahu Maharaj Road,
Telli Galli, Andheri (E), Mumbai-400 069



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Sr. No.	Description
1.	Flyers / Brochure



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2018 - 19

Topic Name	Year
Economics of Food	2018 -19
Intellectual Property	2018 -19
Your Food & its Utilization	2018 -19
Art & Culture : Towards a new Management Paradigm	2018 -19
Computer Application in Business	2018 -19



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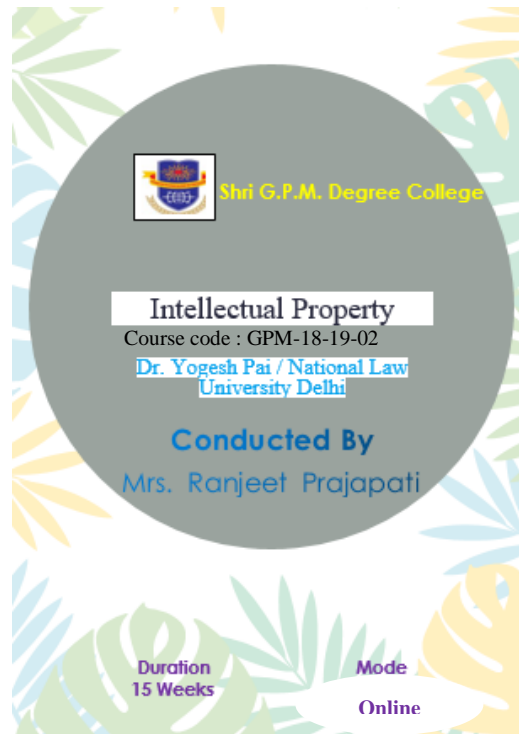


1. Economics of food

- Week 1 : Unit-1 How do we spend our food money
- Week 2 : Unit-2 How do we plan for growing our food
- Week 3 : Unit-3 Public distribution system
- Week 4 : Unit-4 Government agriculture policies and programmes
- Week 5 : Unit-5 Government's poultry and pisciculture programmes
- Week 6 : Unit-6 Government's dairy development programmes
- Week 7 : Unit-7 Supplementary feeding programmes
- Week 8 : Unit-8 Protection of food supplies
- Week 9 : Unit-9 Food adulteration and precautions
- Week 10 : Unit-9 Food adulteration and precautions
- Week 11 : Unit-10 Consumer education
- Week 12 : Unit-10 Consumer education



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2.

Week 1: Foundations of Intellectual Property

Module 1: Introduction to Intellectual Property: A Conceptual Primer

Module 2: Universal Origins of Intellectual Property

Module 3: Theoretical Justifications for Intellectual Property

Module 4: Economics of Intellectual Property: Innovation and Creativity - Policy Linkages

Week 2: International IP and IP Interfaces

Module 5: Legal Principles of International Intellectual Property Regime: Introduction to TRIPS

Module 6: Intellectual Property and Interface with Fundamental Freedoms

Module 7: TRIPS and Public Health: Challenges for Access to Medicines

Module 8: Intellectual Property and Competition Law- A Primer

Week 3: Patents – I

Module 9: Concept of Invention, Novelty, Inventive Step and Industrial Application and Disclosure

Module 10: Pharmaceutical Patents- Subject Matter Exclusions

Module 11: Biotechnology Patents- Subject Matter Exclusions

Week 4: Patents – II

Module 12: Software and Business Methods Patents

Module 13: Patents, Traditional Knowledge and Biodiversity

Week 5: Copyright and Neighbouring Rights



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Module 14: Originality Requirement in Copyright Law

Module 15: Subject-Matter Requirement in Copyright Law

Module 16: Neighbouring/ Related Rights

Week 6: Trademark Law

Module 17: Trademarks- Concept of Distinctiveness and Grounds for Refusal of Trademark Registration

Module 18: Trademarks- Challenges in Non-Conventional Marks and Domain Names Disputes

Module 19: Well Known Marks

Week 7: IP Specifics/Sui generis- I

Module 20: Industrial Designs: Definition of a design; Concept of Novelty and Originality; designs not patentable; - Functional Designs

Module 21: Trade Secrets- Conditions of Protection

Module 22: Geographical Indications Substantive Conditions for Registration

Week 8:REVISION

Week 9: IP Specifics/ Sui generis – II

Module 23: Plant Variety Protection – Conditions of Registration

Module 24: Other Kinds of Intellectual Property

Week 10: Copyright + IP Assignment/ Licensing

Module 25: Economic and Moral Rights of Authors

Module 26: Copyright in the Digital Context

Module 27: IP Assignment and Licensing

Week 11: IP - Limitations and Exceptions

Module 28: Patent Rights- Limited Exceptions

Module 29: Copyright- Fair Dealing

Module 30: Limitations on Rights of Trademarks Owners

Week 12: IP- Public Interest

Module 31: Principles of IP Exhaustion

Module 32: Patents- Compulsory Licensing /Other Uses Without Authorization

Module 33: Copyrights- Statutory and Compulsory Licensing

Week 13: IP Infringement

Module 34: Patent Infringement

Module 35: Copyright Infringement

Module 36: Trademark Infringement and Passing-off

Module 37: Ambush Marketing and Comparative Advertising

Week 14: IP- Remedies and Enforcement

Module 38: Nature of Remedies in IP Law



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Module 39: Patent law-remedies

Module 40: Copyright-Civil and Criminal

Module 41: Trademark Law- Civil and Criminal

Week 15: INTERNAL ASSESSMENT

Shri G.P.M. Degree College of Science and Commerce

Your Food & ITS Utilization

Course code : GPM-18-19-03
Prof. Deeksha Kapur

Indira Gandhi National Open University, New Delhi

Conducted By
Ms. Sana Siddiqui

Duration: 16 weeks
Mode: Online

3.

Week 1 : Unit-1 Food, nutrition and nutritional status

Week 2 : Unit-2 Recommended dietary and nutritional status

Week 3 : Unit-3 Daily food guide and balanced diet

Week 4 : Unit-4 Assimilation of food into the body

Week 5 : Unit-5 Growth pattern and nutritional requirements

Week 6 : Unit-6 Malnutrition and health

Unit-7 Food energy, activity pattern and body weight

Week 7 : Unit-8 Nutrition through the life cycle-pregnancy and foetal growth

Week 8 : Unit-9 Nutrition through the life cycle-infancy

Week 9 : Unit-10 Nutrition through the life cycle-preschool age

Week 10 : Unit-11 Nutrition through the life cycle-the school age

Week 11 : Unit-12 Nutrition through the life cycle-adolescence

Week 12 : Unit-13 Nutrition through the life cycle-adulthood

Week 13 : Unit-14 Nutrition through the life cycle-old age

Week 14 : Unit-15 Assessment of nutritional status

Week 15 : Unit-16 Our food habits

Week 16 : Unit-17 Food misinformation



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**Art & Culture : Towards a new Management
Paradigm**
Course code : GPM-18-19-04

Damodaran A
Indian Institute of Management Bangalore (IIMB)

Conducted By
Mrs. Geeta Yadav

Duration
6 weeks

Mode
Online

4.

Week 1: Arts, culture and civilization

Week 2: Policy Landscape: Cultural and Natural Heritage

Week 3: Foundations of Managing Arts and Culture Enterprises

Week 4: Managerial Challenges: Finance and Competition

Week 5: Global Perspectives on Arts and Culture



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Computer Application in Business

Course code : GPM-18-19-05

Prof (Dr) Subodh Kesharwani

Indira Gandhi National Open University

Conducted By

Mr. Laxman Choudhary

Duration	Mode
12weeks	Online

5.

Week 1 : Introduction to Computers
: Application in Computers
: Web Application
: Basic of Computer Software

Week 2 : Business Information System
: Database Management System
: Business Process & Enterprises Application
: GDPR

Week 3 : IT Securities measures in Business



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- : Internet Services and mail
- : Plastic Money, E - Wallet & online Pay

- Week 4 : Basics of word Processing
 - : Tools using word
 - : Advanced Tools using word Processing
 - : Making Business Documentation using Word

- Week 5 : Working with Powerpoint
 - : PPT usage in Business & Corporate

- Week 6 : Meaning of Multimedia
 - : Animation & Presentation
 - : Implementing multimedia tool in business
 - : Meaning and role of youtube in business
 - : Video Impact in excelling Business

- Week 7 : Curtain raiser to Spreadsheet & its Utility in Business World
 - : Spreadsheet concepts - I
 - : Spreadsheet concepts - II

- Week 8 : Formulas & Functions - I
 - : Formulas & Functions - II
 - : Formulas & Functions - III
 - : Formulas & Functions - IV
 - : Formulas & Functions - V

- Week 9 : Graphic presentation of Data Meaning and Intro
 - : Graphic presentation of Data using Spreadsheet

- Week 10 : Advance option in spreadsheet - I
 - : Advance option in spreadsheet - II
 - : Advance option in spreadsheet - III

- Week 10 : Google wordspace and Cloud
 - : Burgeoning & Contemporary thoughts in Business and Computers

- Week 10 : FAQ - I Computer Application
 - : FAQ - I Business Application
 - : Terminology used in Computer Application in Business





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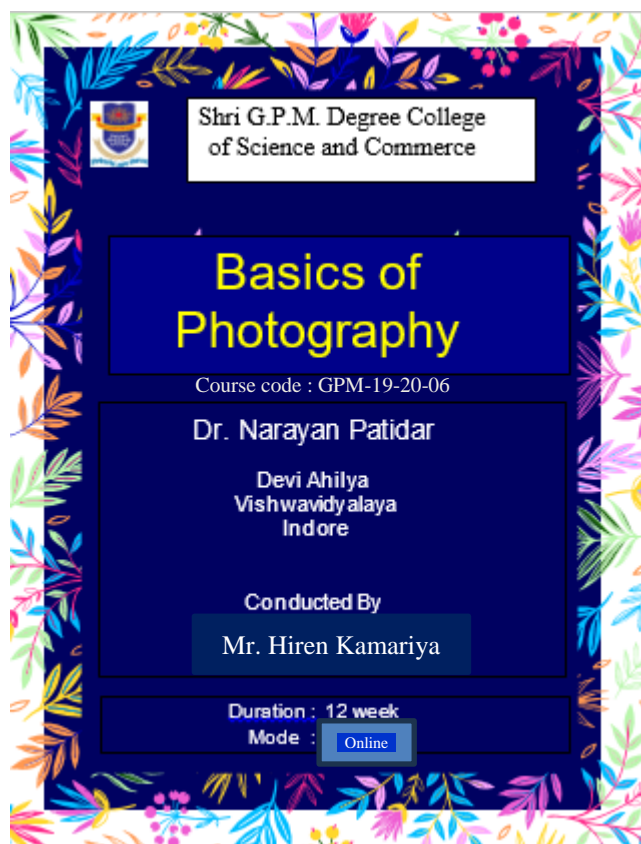
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2019 - 2020

Topic Name	Year
Basics of Photography	2019 -20
Business Environment	2019 -20
Management Function	2019 -20
Principles of Communication System	2019 -20
You and Your Food	2019 -20



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1.

Week 1 : Photography: A Timeline

Photography, Photograph and Implications

Photography: Early and Modern Cameras

Week 2 : Types of Photographic Cameras

Elements of Photography Part -1

Elements of Photography Part -2

Week 3 : Photography: Vital Controls – Part 1

Photography: Vital Controls – Part 2

Exposure Control

Week 4 : ISO, Depth of field and Shutter Types

Photography: Image Sensors

Photography: Supporting Equipment

Week 5 : Photographic Lenses

Photography: Lens Accessories

Photography: Lens Defects

Week 6 : Photography: Writing with Light

Photography: Light



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Photography: Types of lights

Week 7 : Photographic Enlarger

Photography Processing

Composition: Aesthetic Arrangement

Week 8 : Role of Photographic Image in Visual Communication

Digital File Formats

Photo Editing Software and Tools

Week 9 : Digital Photography, Pixel & Megapixels

The Art of Black & White & Color Photography

Painting & Colored Photography

Week 10 : Application Areas of Photography

Photography in Advertising

A Photographer in Making

Week 11 : Photojournalism: Part –1

Photojournalism: Part –2

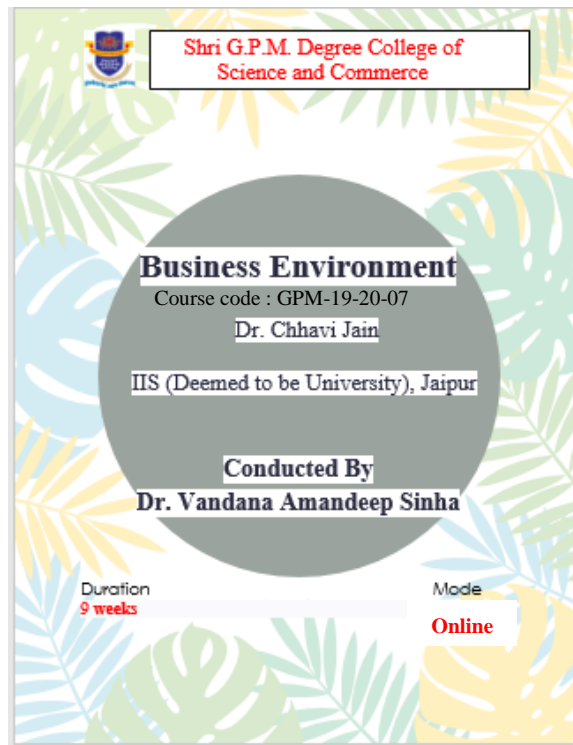
Image and Text - The Captioned Photo

Week 12 : Great Photographers: Part – 1

Great Photographers: Part – 2



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2.

Week 1 Basics of Business Environment

- Business: Concept of Business, Scope and Characteristics of Business, Types of Business Organisations, Liberalisation, Privatisation and Globalisation
- Business Environment: Levels of Business Environment- External- Macro, Micro, Internal.
- Competitive Structure of Industries, PESTLE, SWOT, Porter's Five Forces Model
- Environment Analysis, Changing dimensions of Business Environment

Week 2 Socio Cultural Environment

- Demographic Environment
- Culture: Concept

Week 3 Culture: Elements

- Nature and Impact of Culture on Business
- Cultural Elements- Language, Religion, Family, Aesthetics, Education, etc.

Week 4 Economic Environment

- Nature of Economy, Elements of Economic Environment
- Economic Systems and Business Environment



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- Economic planning in India, Economic Policies and Conditions

Week 5 Polito-Legal Environment

- Political Environment: Political Environment and Economic System
- Types of Political Systems, Risks posed by Political Systems
- Political Institutions- Legislature, Executive, Judiciary, Role of Government in business
- Legal Environment: Major regulations pertaining to Business, Intellectual Property Rights.

Week 6 Financial Environment

- Financial System and its components
- Financial Institutions in India and their role
- Foreign Investments, Foreign Direct Investments
- Need for FDI in developing countries, Factors influencing FDI

Week 7 Natural and Technological Environment

- Natural resources and sustainability, Renewable and Non-renewable resources
- Environmental issues related to Business Global Warming, Carbon credits, Industries and Pollution.
- Technology and Competitive Advantage, Innovation, Technological Leadership, sources of technological dynamics, impact of technology on globalisation, Technology transfer, technology adaption, Digitalisation of Business

Week 8 Corporate Social Responsibility

- CSR concept, Need for social responsibility of business, Social Responsibility of Business towards different groups
- Barriers to social responsibility, Business Ethics, Corporate Governance
- Social Audit

Week 9 Economic Integration

- Economic Integration: Levels of Economic Integration, Effects of Economic Integration, Major Regional Trading Blocs
- WTO- Objective and Evolution of GATT, Uruguay Round, GATT vs WTO, Organisation of WTO, Functions of WTO, TRIPS, TRIMS, GATS, Dispute Settlement Mechanism, Dumping and anti-dumping measures.



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Management Functions
Course code : GPM-19-20-08

Prof Neeti Agrawal & Prof Nayantara Padhi

Indira Gandhi National Open University

Conducted by
Mr. Neeraj Kumar Pandey

Duration *Mode*

12 weeks **Online**

- Week 1 : Unit-1 Legal Procedure
- Week 2 : Unit-2 Office Procedure and Documentation
- Week 3 : Unit-3 Basics of Accounting
- Week 4 : Unit-4 Budgeting
- Week 5 : Unit-5 Principles of Marketing
- Week 6 : Unit-6 Social Marketing
- Week 7 : Unit-7 Information Education and Communication
- Week 8 : Unit-8 Project Planning
- Week 9 : Unit-9 Project Scheduling
- Week 10 : Unit-10 Monitoring and Evaluation
- Week 11 : Unit-11 Proposal Development
- Week 12 : Unit-12 Fund Raising



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**Principles of Communication
System**

Course code : GPM-19-20-09

**Prof. Aditya K.
Jagannathan**
IIT Kanpur

Conducted by
Ms. Ranjeeta Prajapati

Duration : **12 weeks**

Mode : **Online**

4

Week 1 : Basic tools for communication, Fourier Series/Transform, Properties, Autocorrelation, Energy Spectral Density, Parseval's Relation

Week 2 : Amplitude Modulation (AM), Spectrum of AM, Envelope Detection, Power Efficiency, Modulation Index

Week 3 : Double Sideband Suppressed Carrier (DSB-SC) Modulation, Quadrature Carrier Multiplexing (QCM), Demodulation, Costas Receiver

Week 4 : Single Sideband Modulation (SSB), Hilbert Transform, Complex Pre-envelope/Envelope, Demodulation of SSB, Vestigial Sideband Modulation (VSB)

Week 5 : Angle Modulation, Frequency Modulation (FM), Phase Modulation (PM), Modulation Index, Instantaneous Frequency

Week 6 : Spectrum of FM Signals, Carson's Rule for FM Bandwidth, Narrowband FM Generation, Wideband FM Generation via Indirect Method, FM Demodulation

Week 7 : Introduction to Sampling, Spectrum of Sampled Signal, Aliasing, Nyquist Criterion, Signal Reconstruction from Sampled Signal, Pulse Amplitude Modulation

Week 8 : Quantization, Uniform Quantizers – Midrise and Midtread, Quantization noise, Lloyd



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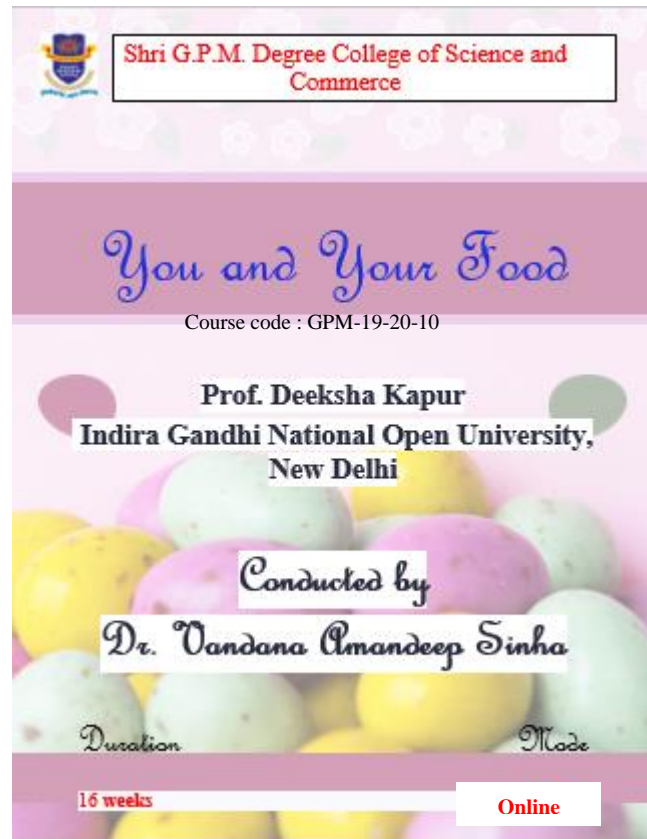
Max Quantization Algorithm, Non uniform Quantizers, Delta Modulation, Differential Pulse Code Modulation (DPCM)

Week 9 : Basics of Probability, Conditional Probability, MAP Principle

Week 10: Random Variables, Probability Density Functions, Applications in Wireless Channels

Week 11: Basics of Random Processes, Wireless Fading Channel Modeling

Week 12: Gaussian Random Process, Noise, Bit-Error and Impact on Wireless Systems



5.

Week 1 : Unit-1 Food and food acceptance
: Unit-2 Functions of food

Week 2 : Unit-3 Macronutrients and their functions

Week 3 : Unit-4 Micronutrients and their functions

Week 4 : Unit-5 Basic food groups

Week 5 : Unit-6 Let us choose the right food



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: Unit-7 How healthy are our meal patterns ?

Week 6 : Unit-8 Let us ensure taste and nutrient retention

Unit-9 Let us make food safe to eat

Week 7 : Unit-10 Let us preserve food

Week 8 : Unit-11 Selection, preparation and nutritive value of cereals and millets

Unit-12 Selection of fats and oils and their nutritive value

Week 9 : Unit-13 Selection and Preparation of and sugar and jaggery and their nutritive value

Unit-14 Selection, preparation and nutritive value of pulses, nuts and oilseeds

Week 10 : Unit-15 Selection, preparation and nutritive value of milk and milk products

Week 11 : Unit-16 Selection, preparation and nutritive value of eggs and flesh foods

Week 12 : Unit-17 Selection, preparation and nutritive value of vegetables

Week 13 : Unit-18 Selection, preparation and nutritive value of fruits

Week 14 : Unit-19 Spices, condiments and salt

Week 15 : Unit-20 Selection, preparation and nutritive value of beverages

Week 16 : Unit-21 Convenience foods



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2020 - 21

Topic Name	Year
Principles of Marketing	2020 - 21
Introduction to GST	2020 - 21
Economic Growth and Development	2020 - 21
Business Law	2020 - 21
Financial Accounting	2020 - 21



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Introduction to GST

Course code : GPM-20-21-12

Prof. Anirban Ghosh
Netaji Subhas Open University

Conducted By
Mr. Chandrabhan Singh

Duration : 12 Weeks
Mode : Online

- Week 1: Introduction and Overview of GST
- Week 2: Concept of supply
- Week 3: Reverse Charge Mechanism (RCM)
- Week 4: Composition Scheme
- Week 5: Valuation of GST
- Week 6: Payment of GST
- Week 7: Input Tax Credit
- Week 8: Returns under GST
- Week 9: Books of Accounts
- Week 10: Interest, Penalty and Prosecution-I
- Week 11: Interest, Penalty and Prosecution-II
- Week 12: Revision



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Economic Growth and Development

Course code : GPM-20-21-13

Prof. Rajshree Bedamatta
IIT Guwahati

Conducted By : Ms. Chhaya Rai

Duration: 08 Weeks
Mode: **Online**

- Week 1:** Concepts of economic growth & development; The Global North & Global South Divide
- Week 2:** Indices of economic development and contemporary controversies
- Week 3:** Strategies of economic development-I
- Week 4:** Strategies of economic development-II
- Week 5:** Growth and Inequality
- Week 6:** Introduction to Human Development
- Week 7 :** Human Development Indices
- Week 8:** MDGs, SDGs & gender budgeting



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BUSINESS LAW

Course code : GPM-20-21-14

DR. RAVI AHUJA

SAVITRIBAI PHULE PUNE UNIVERSITY

CONDUCTED BY
MS. ADITI CHAUHAN

DURATION
12 WEEKS

MODE
Online

Week 01: Indian Contract Act

Week 02: Legality of Contracts

Week 03: E-Contracts

Week 04: Sales of Goods Act

Week 05: Partnerships

Week 06: Companies

Week 07: Types of Companies

Week 08: Limited Liability Partnership

Week 09: Changes in Limited Liability Partnership

Week 10: Conversions of LLP into other forms of Business

Week 11: Negotiable Instruments

Week 12: Bills of Exchange



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Financial Accounting
Course code : GPM-20-21-15
**C.S. Dr. Manish
Sitlani**
**Devi Ahilya
Viswavidyala, Indore**

Conducted by : Ms. Geeta Yadav

Duration : 12 weeks
Mode : Online

Week 1 : 1. An Introduction to Financial Accounting Part – I

2. An Introduction to Financial Accounting Part - II
3. Double Entry System of Accounting : An Introduction
4. Journalizing Part –I
5. Journalizing Part -II

Week 2 : 6. Double Entry Accounting Process and Introduction to Journal

7. Sub-Division Of Journal Part – I
8. Sub-Division Of Journal Part - II
9. Cash Book Part – 1
10. Cash Book (Part - II) Three Column Cash Book

Week 3 : 11. Cash Book (Part - III) Petty Cash Book

12. Double Entry Accounting Process(Stage - II) Ledger Posting Part-I
13. Double Entry Accounting Process(Stage - II) Ledger Posting Part- II
14. Double Entry Accounting Process (Stage – III) - Summarizing
15. Bank Reconciliation Statement - I

Week 4 : 16. Bank Reconciliation Statement – II

17. Errors And Their Rectification Part - I



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18. Errors And Their Rectification Part – II
19. Errors And Their Rectification Part – III
20. Accounting Process Stage –4 Finalizing-I
- Week 5 : 21. Accounting Process Stage – 4 Finalizing – II
22. Accounting Process Stage – 4 Finalizing – III
23. Adjustments In Final Accounts Part - I
24. Adjustments In Final Accounts Part – II
25. Adjustments In Final Accounts Part – III
- Week 6 : 26. Adjustments In Final Accounts Part - VI
27. Adjustments In Final Accounts Part – V
28. Preparation Of Final Accounts With Adjustments, Part - I
29. Preparation Of Final Accounts With Adjustments, Part - II
30. An Introduction To Depreciation Accounting
- Week 7 : 31. Depreciation Accounting : Fixed Installment Method
32. Depreciation Accounting : Fixed Installment Method (Numerical Problem)
33. Depreciation Accounting : Written Down Value Method
34. Depreciation Accounting : Written Down Value Method(Numerical Problem)
35. Introduction to Branch Accounting-I
- Week 8 : 36. Branch Accounting-II- Simple or Debtor System – Part I
37. Branch Accounting-III- Simple or Debtor System – Part II
38. Branch Accounting- IV-Final Accounts Method-
39. Branch Accounting- V- Stock and Debtors Method
40. Branch Accounting- VI- Wholesale Branch Method
- Week 9 : 41. Branch Accounting- VII-Independent Branches- Part I
42. Branch Accounting- VIII-Independent Branches- Part II
43. Branch Accounting- IX-Inter-branch Transactions
44. Hire-purchase and Installment System- Part I
45. Hire-purchase and Installment System- Part II
- Week 10 : 46. Hire-purchase and Installment System- Part III
47. Hire-purchase and Installment System- Part IV
48. Hire-purchase and Installment System- Part V
49. Hire-purchase and Installment System- Part VI





Week 11 : 50. Introduction to Dissolution of Partnership Firm

51. Accounting for Dissolution of Partnership Firm- Part I

52. Accounting for Dissolution of Partnership Firm- Part II

53. Accounting for Dissolution of Partnership Firm- Part III

Week 12 : 54. Dissolution of Partnership Firm and Insolvency of Partner-Part I

55. Dissolution of Partnership Firm and Insolvency of Partner-Part II

56. Dissolution of Partnership Firm- Piecemeal Distribution Part I

57. Dissolution of Partnership Firm- Piecemeal Distribution Part II



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SHRI G.P.M. DEGREE COLLEGE OF SCIENCE & COMMERCE

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shrigpm@gmail.com

Rajarshi Shahu Maharaj Road, Andheri (E), Mumbai – 400069.

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2021 - 22

Topic Name	Year
Income Tax Law & Practice	2021 - 22
Banking & Financial Markets: A Risk Management Perspective	2021 - 22
English Communication	2021 - 22
Introduction to Machine Learning	2021 - 22
Advertisement & Media	2021 - 22



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INCOME TAX LAW & PRACTICE

Course code : GPM-21-22-16

Dr. Madhulika P. Sarkar

IGNOU

Conducted By

Mr. Chandrabhan Singh

Duration	Mode
8 Weeks	Online
	Offline

1.

Week 1 : Unit-1: Basic Concepts-I
Unit-2: Basic Concepts-II
Unit-3: Residential Status and Tax Liability
Unit-4: Exempted Incomes

Week 2 : Unit-5: Salaries-I

Week 3 : Unit-6: Salaries-II

Week 4 : Unit-7: Salaries-III

Week 5 : Unit-8: Income from House Property



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Week 6 : Unit-9: Income from Profit and Gains of Business or Profession-I

Week 7 : Unit-10: Income from Profit and Gains of Business or Profession-II

Week 8 : Unit-11: Income from Profit and Gains of Business or Profession-III

Week 9 : Unit-12: Capital Gains Part-A

Week 10 : Unit-12: Capital Gains Part-B

Week 11 : Unit-13: Income from Other Sources

Week 12 : Unit-14: Aggregation of Incomes (Clubbing of Incomes and Deemed Incomes) and Set off and Carry Forward of Losses

Unit-15: Deductions from Gross Total Income

Unit-16: Assessment of Individuals

Week 13 : Unit-17: Assessment of Firms

Week 14 : Unit-18: Filing of Return and Tax Authorities

Unit-19: Online Filing of Returns

Unit-20: Leading Cases Decided

<https://incometaxindia.gov.in/Pages/default.aspx>



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**BANKING & FINANCIAL MARKETS:
A RISK MANAGEMENT PERSPECTIVE**

Course code : GPM-21-22-17

P.C. Narayan / IIMB

Conducted by

Ms. Shruti Bhole

Duration
6 Weeks

Mode
Online

2.

Week 1: Overview of Risk Management

Week 2: Credit Risk

Week 3: Interest Rate Risk

Week 4: Foreign Exchange Risk

Week 5: Asset Securitization, CDO & CDS

Week 6: BASEL II, BASEL III and Regulation & Monetary Policy



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ENGLISH COMMUNICATIO

Course code : GPM-21-22-18

HELLO!

DR. KSHEMA JOSE
The English & Foreign Language University, Hyderabad

CONDUCTED BY
Ms. Arshia Abdul Wahid Khan

DURATION
8 WEEKS

MODE
OFFLINE

Online

3.

Week-1: Introductory lectures

1. Lecture 1. What is communication?
2. Lecture 2. Barriers in communication
3. Lecture 3. The process of communication
4. Assignment and interaction/forum activity

Week-2: *Speaking and Listening I*

1. Module 1. Sustained monologues
2. Module 2. Listening for meaning
3. Module 3. Dialogues – I
4. Module 4. Dialogues – II
5. Assignment and interaction/forum activity



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Week-3: Speaking and Listening II

1. Module 1. Interviews
2. Module 2. Group discussions
3. Module 3. Presentation skills
4. Assignment and interaction/forum activity

Week-4: Reading

1. Module 1. What, why and how of reading
2. Module 2. Reading for main ideas
3. Module 3. Text structure and note making
4. Module 4. Critical reading
5. Assignment and interaction/forum activity

Week-5: Writing

1. Module 1. Summarising
2. Module 2. Essay Writing
3. Module 3. Formal letters and Emails
4. Module 4. CVs
5. Assignment and interaction/forum activity

Week-6: Digital Literacy

1. Module 1. Writing for newspapers vs social media
2. Module 2. Digital content writing
3. Module 3. Online presentation skills
4. Module 4: Nature, scope, and potential of digital literacy
5. Assignment and interaction/forum activity



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The poster features the college logo at the top left. The title 'Introduction to Machine Learning' is written in large, bold, light blue letters. Below the title, the course code 'GPM-21-22-19' is displayed in green. The instructor's name, 'Prof. Balaraman Ravindran', is listed in white. A teal box on the left contains the text 'Duration 12 Weeks', 'Mode Online'. To the right, an illustration shows a person sitting at a desk with multiple computer monitors displaying data and code. At the bottom, a teal box states 'Conducted By Ms. Karishma Sambharkar'.

4.

Week 0: Probability Theory, Linear Algebra, Convex Optimization - (Recap)

Week 1: Introduction: Statistical Decision Theory - Regression, Classification, Bias Variance

Week 2: Linear Regression, Multivariate Regression, Subset Selection, Shrinkage Methods, Principal Component Regression, Partial Least squares

Week 3: Linear Classification, Logistic Regression, Linear Discriminant Analysis

Week 4: Perceptron, Support Vector Machines

Week 5: Neural Networks - Introduction, Early Models, Perceptron Learning, Backpropagation, Initialization, Training & Validation, Parameter Estimation - MLE, MAP, Bayesian Estimation

Week 6: Decision Trees, Regression Trees, Stopping Criterion & Pruning loss functions, Categorical Attributes, Multiway Splits, Missing Values, Decision Trees - Instability Evaluation Measures



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Week 7: Bootstrapping & Cross Validation, Class Evaluation Measures, ROC curve, MDL, Ensemble Methods - Bagging, Committee Machines and Stacking, Boosting

Week 8: Gradient Boosting, Random Forests, Multi-class Classification, Naive Bayes, Bayesian Networks

Week 9: Undirected Graphical Models, HMM, Variable Elimination, Belief Propagation

Week 10: Partitional Clustering, Hierarchical Clustering, Birch Algorithm, CURE Algorithm, Density-based Clustering

Week 11: Gaussian Mixture Models, Expectation Maximization

Week 12: Learning Theory, Introduction to Reinforcement Learning, Optional videos (RL framework, TD learning, Solution Methods, Applications)

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ADVERTISEMENT & MEDIA
Course code : GPM-21-22-20

Prof . Dr. Manali Bhattacharya/ St.Xavier's university of Kolkata

Conducted By : Ms. Rinkle Patel

Duration & Weeks : 8 Weeks

Mode : **Online**



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5.

Week 1

Module 1: Concept of advertising

Module 2: Integrated marketing communication

Week 2

Module 3: Classification of advertising

Module 4: History of Advertising in India – Part 1

Week 3

Module 5: History of Advertising in India – Part 2

Module 6: Capitalism and the Advertising Industry

Week 4

Module 7: Theories of Advertising - Information, Service, Ideology

Module 8: Grammar of Advertisements – print, audio-visual

Module 9: Models for marketing communication: DAGMAR and AIDAS

Week 5

Module 10: Maslow's Hierarchy model

Module 11: Media in advertising: Print media

Module 12: Media in advertising: Electronic media

Week 6

Module 13: Media in advertising: Other media

Module 14: Segmentation, Positioning and Targeting

Module 15: Media Planning

Week 7

Module 16: Market strategy and Branding

Module 17: Advertising agencies: concept and functions

Module 18: Testing of advertising: Pre testing and Post testing

Week 8

Module 19: Analysis of Advertisements Part I

Module 20: Analysis of Advertisements Part II

Module 21: Ethical Issues in Advertising –Regulatory Bodies



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2022 - 23

Topic Name	Year
Organization Behaviour	2022 - 23
Digital Media Literacy	2022 - 23
Banking & Insurance	2022 - 23
Python for Data Science	2022 - 23
Financial Statement Analysis & Reporting	2022 - 23



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ORGANIZATION BEHAVIOR

PROF.(DR). VISHAL KUMAR
SRI AUROBINDO COLLEGE OF COMMERCE AND MANAGEMENT, LUDHIANA

Course code : GPM-22-23-21

CONDUCTED BY
Ms. Geeta Yadav

DURATION
8 WEEKS

MODE
Online

1.

Week 1 : Organisational Behaviour- Meaning and Concept
Organisational Behaviour- Importance and Fields of Study

Week 2 : Roles and Skills of Managers
Organisational Behaviour- Challenges



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- Week 3 : Field of OB: Individual, Groups & Systems as building blocks
Organisational Behaviour Models
Evolution of Organisational Behaviour- Part 1
- Week 4 : Evolution of Organisational Behaviour- Part 2
Researches in Organisational Behaviour
International Organisational Behaviour
- Week 5 : Perception
Personality
- Week 6 : Learning: Concept and theories
Values
- Week 7 : Attitude: Meaning and Concept
Attitude: Formation and Change
Motivation: Content theories
- Week 8 : Motivation: Process theories
Job Satisfaction
Emotions and Emotional Intelligence
- Week 9 : Formation of Groups
Types of Groups
- Week 10 : Team Dynamics
Group Decision Making
Interpersonal Relations
- Week 11 : Communication- Nature, Types and Barriers
Leadership- Nature, Importance and Styles
Theories of Leadership
- Week 12 : Power and Politics
Conflict
Foundations of Organization Structure
- Week 13 : Organizational Design
Diversity and Its Management
Stress among Employees
- Week 14 : Work Life Balance
Organizational Change and Development
Organizational Culture
- Week 15 : Employee Empowerment
Learning Organisation
Ethical Behaviour in Organizations





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DIGITAL MEDIA LITERACY Course code : GPM-22-23-22

PROF. K S ARUL SELVAN
IGNOU

CONDUCTED BY
Mr. Mohit Trivedi

Duration of Course	Mode
16 Weeks	Online

2.

Week 1 : Reading Media and Information Texts

Week 2 : The Medium and the Message: Print and Broadcast News

Week 3 : From Traditional Media to Digital Media Technologies

Week 4 : Uses of New Media Technologies in Society



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- Week 5 : Uses of Interactive Multimedia Tools
- Week 6 : Young People in the Virtual World
- Week 7 : Challenges and Risks in The Virtual World
- Week 8 : Promotion of Alternative Media Through Digital Media
- Week 9 : Concepts and Applications of Information Literacy
- Week 10 : Learning Environments and Information Literacy
- Week 11 : Digital Information Processing
- Week 12 : Film Genres and Storytelling
- Week 13 : Advertising, Revenue and Regulation
- Week 14 : Public Service Announcements
- Week 15 : Advertising: The Creative Process
- Week 16 : Targeted Advertising and the Political Arena

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CREDIT REPORT

BANK

BANKING AND INSURANCE
Course code : GPM-22-23-23
Ruchi Jain
Conducted by
Ms. Siddhi Sawant

DURATION	MODE
8 WEEKS	Online

The course cover features a central illustration of a person holding a 'CREDIT REPORT' document. Surrounding this are various financial symbols: a large yellow dollar sign, a percentage sign, a 3D pie chart, a bar chart, and stacks of gold coins. In the background, there is a classical building facade labeled 'BANK'. The entire design is set against a green and white geometric pattern.





3.

Week 1: Banks-Introduction

Week 2: Banking Operations

Week 3: Reserve Bank of India (RBI)

Week 4: Banking Negotiable Instruments

Week 5: Digital Banking

Week 6: Insurance: Introduction

Week 7: Insurance: Risk , Regulation and Distribution

Week 8: Life Insurance Policy Servicing and Settlement of Claims



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Python for Data Science

Course code : GPM-22-23-24

By Prof. Ragnathan Rengasamy

Mode: Online

Duration: 4 Weeks

Conducted by: Miss. Jayashree Patade

4.

Week 1:

BASICS OF PYTHON SPYDER (TOOL)

- Introduction Spyder
- Setting working Directory
- Creating and saving a script file
- File execution, clearing console, removing variables from environment, clearing environment
- Commenting script files
- Variable creation
- Arithmetic and logical operators
- Data types and associated operations

Week 2:

Sequence data types and associated operations

- Strings
- Lists
- Arrays



Jayashree Patade
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- Tuples
- Dictionary
- Sets
- Range

NumPy

- ndarray

Week 3:

Pandas dataframe and dataframe related operations on Toyota Corolla dataset

1. Reading files
2. Exploratory data analysis
3. Data preparation and preprocessing

Data visualization on Toyota Corolla dataset using matplotlib and seaborn libraries

1. Scatter plot
2. Line plot
3. Bar plot
4. Histogram
5. Box plot
6. Pair plot

Control structures using Toyota Corolla dataset

1. if-else family
2. for loop
3. for loop with if break
4. while loop

Functions

Week 4: CASE STUDY

Regression

1. Predicting price of pre-owned cars

Classification

1. Classifying personal income





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Financial Statement Analysis & Reporting
Course code : GPM-22-23-25
Prof. Anil K. Sharma /IIT Roorkee

Conducted by
Ms. Jainab Nasrullah Khan

Duration
12Weeks

Mode
Online

5.

Week 1 : Introduction, Indian Economy, Industry & Industrial scenario in India, Forms of business organizations, Sole Proprietorship, Partnership firms and private companies, Public and Govt. Companies.

Week 2 : Content of annual reports, Quality of financial reporting, Reporting regulation in India, Reporting regulations for Partnership firms, Reporting regulations of Companies.

Week 3 : Nature & objectives of Financial Statements, Uses & Limitations of Financial Statements, Stakeholders of financial statements, Income Statement, Income Statement.

Week 4 : Income Statement, Income Statement, Balance Sheet, Balance Sheet, Balance Sheet.

Week 5 : Balance Sheet, Cash Flow Statement, Sources of financial information, Tools and techniques of financial statement analysis, Tools and techniques of financial statement analysis.

Week 6 : Tools and techniques of financial statement analysis, Ratio Analysis, Ratio Analysis, Ratio Analysis, Ratio Analysis.

Week 7 : Ratio Analysis, Ratio Analysis, Cash flow statement, Cash flow statement, Cash flow statement.



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Week 8 : Cash flow statement, Comparative Statement, Common Size Statement, Du-Pont Analysis, Concepts on sickness, distress.

Week 9 : Report preparation of financial statement analysis, Types of business combinations, Consolidated financial statements, Consolidated financial statements, Consolidated financial statements.

Week 10 : Inter-company transactions and profit confirmations, Inter-company transactions and profit confirmations, Minority interest, consolidated net income and consolidated retained earnings, Minority interest, consolidated net income and consolidated retained earnings, Minority interest, consolidated net income and consolidated retained earnings.

Week 11 : Balance Sheet Under Income Tax Act, Balance Sheet Under Income Tax Act, Balance Sheet Under Companies Act, Balance Sheet Under Companies Act, Balance Sheet Under Companies Act.

Week 12 : Window dressing, Window dressing, Recent scandals in financial reporting, Recent scandals in financial reporting, Recent scandals in financial reporting.



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